

SCENIC HIGHWAYS AND DESIGN ELEMENT

PINOLE GENERAL PLAN

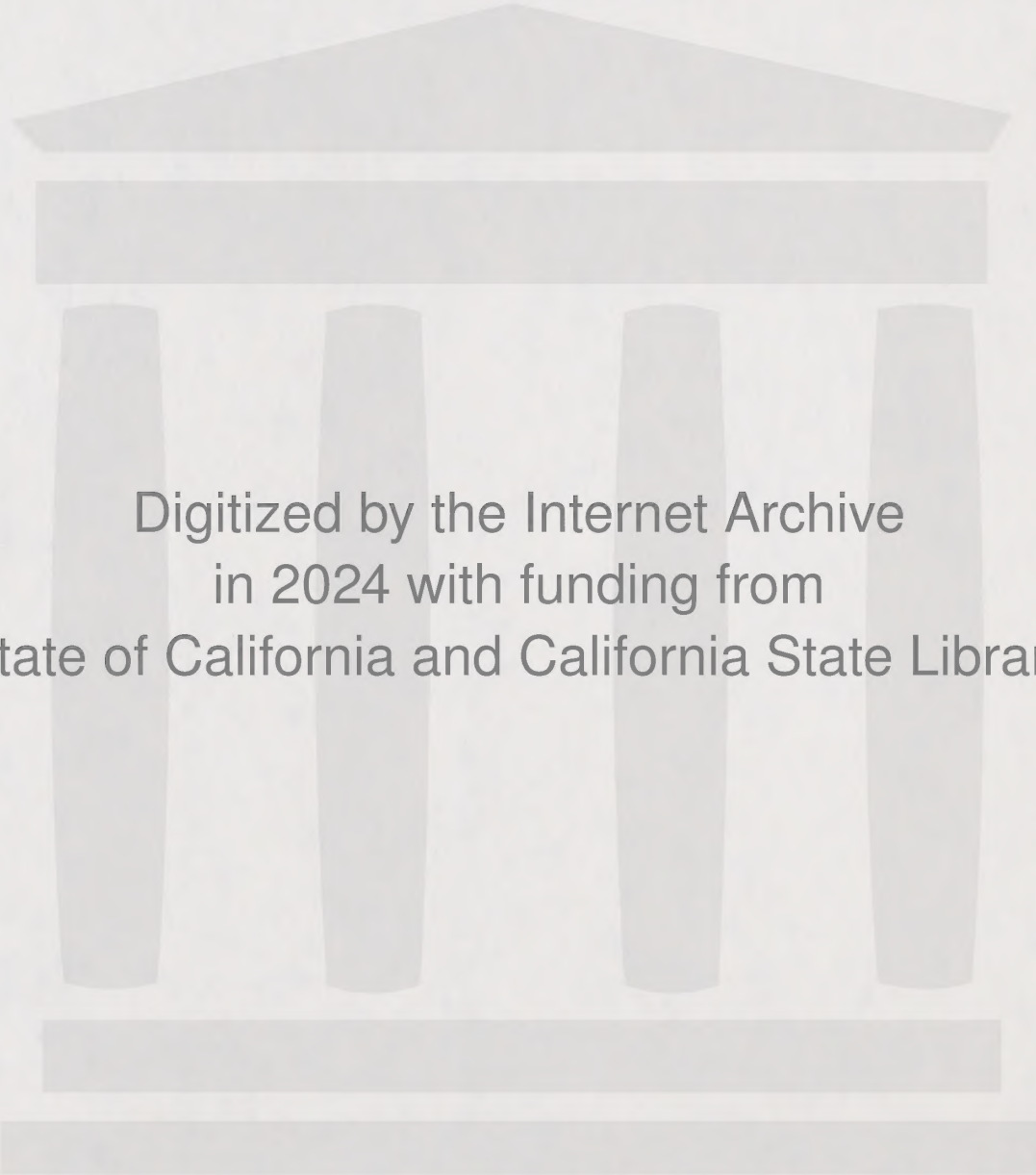
INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY

APR 17 1986

UNIVERSITY OF CALIFORNIA

CITY OF PINOLE  
CALIFORNIA

ADOPTED BY CITY COUNCIL JUNE 2, 1975  
RESOLUTION NO. 1127



Digitized by the Internet Archive  
in 2024 with funding from  
State of California and California State Library

<https://archive.org/details/C124885161>



COMPREHENSIVE GENERAL PLAN  
SCENIC HIGHWAYS AND DESIGN ELEMENT

SUMMARY OF FINDINGS AND RECOMMENDATIONS

The Scenic Highways and Design Element of the General Plan, in addition to meeting the requirements of State Law, develops an analysis of the major streets and highways in Pinole with the aim of improving their attractiveness and commercial viability. The major findings of the Element are indicated below..

FINDINGS

The City lacks identifiable entryways. Development of beautified entryways would serve to differentiate Pinole from surrounding communities and create a distinct local environment.

The City's major corridors present a mixture of attractive and unattractive environments. Although many areas have considerable attractive potential, a systematic program of upgrading these corridors is needed to fully develop the City's environmental assets.

The City's Redevelopment program presents a unique opportunity to begin a systematic upgrading of major City streets.

Innovative means of assuring quality development and the protection of established districts from intrusion of objectionable uses are needed.





The range of existing zoning, design review, and sign regulations need to be comprehensively and uniformly applied to the major street corridors.

The City has streets with both urban and rural scenic value. Enhancement of these values will help to further develop the character of the community and improve the local environment.

- The City has the potential for development of scenic corridors other than those related to the automobile. Pedestrian and bicycle corridors can be developed which will establish a unique type of scenic corridor system.

The City has natural vistas which, viewed from freeway, highways, and streets defines Pinole as a specific and special East Bay area. The vistas must be maintained to help promote the character and quality of the community.



## RECOMMENDATIONS

The Element analyzes the City in detail, focusing cost-effective opportunities for major visual and economic impacts. The program of recommended actions is developed with concentration in two areas.

1. Selective areas for development of public and private improvements.
2. City wide policies for environmental upgrading.

The recommended actions are summarized below.

### SELECTIVE AREA DEVELOPMENT

Four major entryways to the City are recommended for development improvements:

I-80 and Appian Way.

I-80 and Pinole Valley Road.

San Pablo Avenue at the south city limits.

San Pablo Avenue at the north City limits.

Additional entryway treatment to define the downtown area is recommended for:

San Pablo Avenue between School Street and Pinole Valley Road.

Tennent Avenue between Fernandez Park and Plum Street.







Three major traffic arteries provide critical city exposure to residents and visitors and provide the linkages that effectively tie the City together. These three streets, San Pablo Avenue, Pinole Valley Road and Appian Way, are recommended for selective improvement actions as a "Scenic System" coordinated with ongoing redevelopment and capital improvements activities.

The Pinole Valley Creek provides the possibility for development of both a valuable automotive and pedestrian/equestrian/cycling corridor. Improvements along the creek in the Flood Control District right-of-way and along adjoining city streets are recommended.

Development within view of the freeway or for any proposed freeway expansion and landscaping treatment must be given special consideration because of its visual effect. Special design treatment should be required for all development in view from I-80 and for any freeway design changes.



CITYWIDE POLICIES

Development Plan Review: The established Design Review Process, with revision, can insure quality standards for new development. Effective site layout, screening of parking and storage areas, and provision of landscaping can serve to upgrade areas through a "natural" development process.

Enforcement of Municipal Codes: Zoning, sign, and design review ordinances should be comprehensively and uniformly applied along major high-visibility streets. Fair and uniform enforcement will serve to protect established commercial areas from deterioration.

Code revisions: An ongoing program of code revisions should focus on the individual development needs of specific corridors. Development controls tailored to individual areas, when combined with implementing consistency between the General Plan and Zoning Ordinance, will serve to support existing commercial areas and protect them from intrusion of objectionable uses.

Conservation of scenic vistas: Special consideration must be given to conservation of scenic vistas which may be viewed from the freeway, highways, and streets.





Programs to develop the use of highways, streets, and pedestrian/equestrian/cycling trails that give the local resident and visitor the opportunity to view the scenic vistas should be established.

City Coordination and Voluntary Participation: The City should maintain close liaison with those public and private agencies whose development actions have a major impact on Pinole. State freeway construction, new development in Hercules, and development of large parcels within and adjacent to Pinole are examples where City coordination efforts could yield significant environmental benefits.

Opportunities for Local Action and Special Funding: Businesses and property owners in commercial districts should be regularly consulted regarding possible improvement opportunities. Additionally, the Redevelopment process should be used wherever possible to facilitate new quality development.

Role of the City: The City should maintain an active role in identifying and developing opportunities for localized improvements, and for obtaining outside funding and support for improvement programs.

The detailed program of improvement activities is outlined in Section III of the element.





## SECTION 1

### INTRODUCTION

The Scenic Highways and Design Element of the General Plan contains an analysis of the environment along Pinole's major streets, highways, and freeway. The intent of the element is to develop a range of policies and programs to improve street attractiveness, development along the streets, and the overall view where residents and visitors travel daily. The completion of this Element meets the requirements of the California Government Code Section 65302 h.

The Pinole Scenic Highways and Design Element presents an environmental, economic and visual analysis of the City's major streets. It develops a program of policies and actions aimed at establishing a unique identity for the City of Pinole, for building the attractiveness of its commercial districts, and for conserving and enhancing the City's many scenic vistas visible from its streets and highways.

The true value of a long range plan comes through its implementation. The Scenic Highways and Design Element was prepared in full recognition of the wide range of existing community needs and limited resources. The Element presents a cost-effective approach to establishing the City's identity and upgrading its environment.



In examining Pinole's major streets, the Element is focusing on the City's commercial areas and on those areas of special scenic value. The attractiveness and viability of these areas is central to Pinole's economic health, to its future "character," and to its position as a "place" in the East Bay region. The underlying principle of the Element is to conserve and improve these environments through proper City development controls, by proper coordination between developer and City on new development projects, and by using the "natural" processes of development and redevelopment over time. Additionally, new sources of funding for the capital elements of the program are emphasized, as opposed to further burdening of the City's existing limited resources. While the range of possible public actions to upgrade the environment is virtually unlimited, the Element concentrates on determining only the most effective opportunities for public action. Actions are recommended to the extent where they will have a clearly demonstrated impact on the City's economy and its desirability as a place to live and work.





SECTION II  
CITYWIDE ANALYSIS

The City was analyzed from several perspectives in developing the Element:

1. Environmental survey of the major street corridors.
2. Major Citywide focal points and entryways.
3. Repeating environmental and property maintenance problems throughout the city.

Each of the analyses is interrelated, but serves to focus on different aspects of the City's environment. The analyses are detailed in the following sections.

STREET CORRIDOR SYSTEM

The 1967 Pinole General Plan established a system of streets, classified as freeway, major and secondary local routes. The I-80 freeway is shown with two major local streets feeding off of it, Appian Way and Pinole Valley Road (plus a portion of Ten-nent Avenue). These two major streets intersect with the City's other major local north and south street, San Pablo Avenue. The remainder of the existing street system is designated as secondary local.

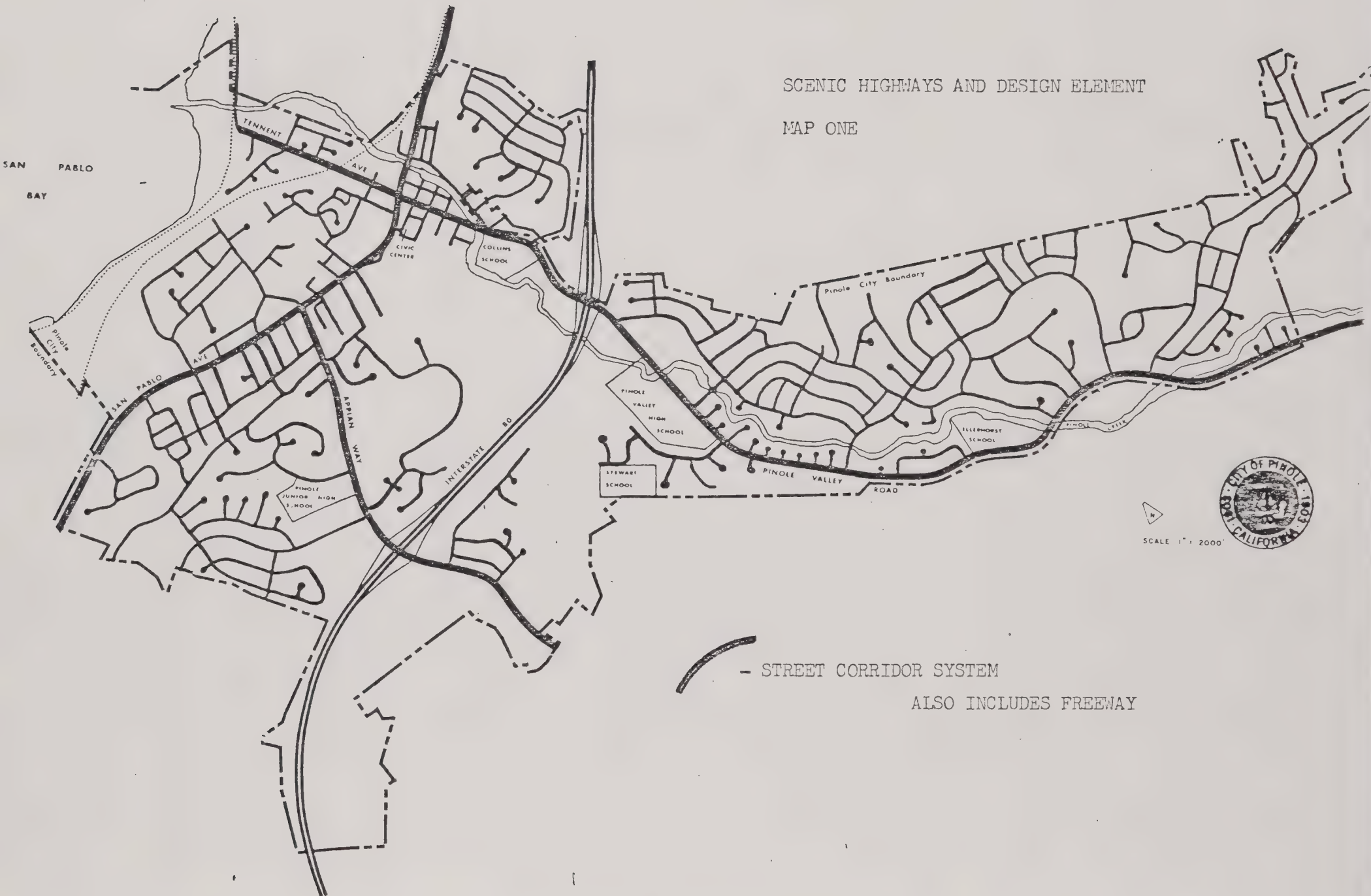
The street corridor system was developed by using the major streets shown on Map #1 as the primary City circulation system. These major streets and the freeway carry a large share of all City traffic.





# SCENIC HIGHWAYS AND DESIGN ELEMENT

## MAP ONE





## ENVIRONMENTAL SURVEY OF CORRIDORS

A field survey of the street corridor system was done during the preparation of the Element. A summary of that analysis is included below. Major environmental assets and problems along these routes are shown on Map #2.

There is a basic overlap of environmental conditions found in doing the analysis. All of the corridors contain certain strong assets; however, often there are adverse environmental factors in close proximity. The street system corridor assets include open vistas, extensive landscaping adjoining the public right-of-way, hilly terrain, structures with design merit, and some existing street and parkway planting areas. The problem areas are concentrated in major developed commercial and industrial areas and along strip development areas where the lack of structural design concern and adequate landscaping treatment as well as property maintenance and sign problems has created an undesirable environmental effect.

## CITYWIDE ELEMENTS

In addition to the Street Corridor System outlined in the previous section, a number of additional elements emerged from analyzing the visual structure of the City. The three major elements are:

1. Major and Secondary Entryways.
2. Barriers and Linkages.
3. Focal points.





SCENIC HIGHWAY AND DESIGN ELEMENT

MAP TWO



ENVIRONMENTAL INVENTORY

**A** - ENVIRONMENTAL ASSETS

**?** - ENVIRONMENTAL LIABILITIES



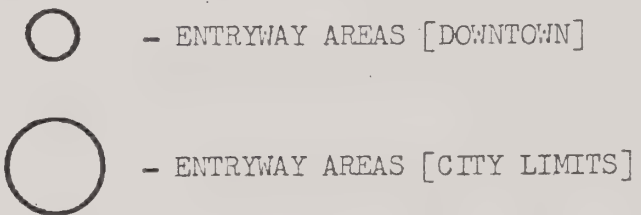
Entryways: The City has four major entryways. Additionally, there are four specific entries to the downtown area which must be considered. All entryways and the daily traffic volumes are shown on Map #3.

Barriers and Critical Linkages: The pattern and form of the City as perceived by residents and visitors alike, is significantly influenced by several elements which serve as natural "barriers" or defining elements in the community. The Eastshore Freeway (I-30) serves to isolate the eastern portion of the City from the community as a whole. The Santa Fe and Southern Pacific Railroad separates a majority of the city from the bayshore. Presence of such separating elements creates the need for linkages to tie the City together as one place. The most obvious example of this is to tie the Pinole Valley residential area to the downtown area along San Pablo Avenue. To a degree, these linkages can be accomplished through the environment created along the major street corridors. Minimizing the divisive effect of barriers and creating a unifying street environment can be partially accomplished through street landscaping and sign design. Unifying symbols, such as special entry identifying signing, can further serve to bring focus to the Pinole community as a complete city.

Community Focal Points: The analysis of community focal points showed that the major points of interest and scenic vistas were on or near the major street corridor system. Major exist-



MAP THREE



Numbers refer to average daily traffic counts  
in both directions at point indicated.





ing and future activity centers are generally on or near the primary street corridors system. This system thus provides critical linkage and visual exposure to the vistas and the activity centers. Recognizing the limited resources available for corridor beautification and improvement, it is essential to identify the most important corridors and expend resources in those areas. The major street corridor system involving San Pablo Avenue, Appian Way, Pinole Valley Road (with the short portion of Tennant Avenue connecting it with San Pablo Avenue) and Interstate 80 are recommended for high priority intensive action to develop them as the Pinole Scenic System.

#### URBAN TRAILS SYSTEM

Several trails now exist in the City as the result of the work of the Flood Control District. Others have been formed over the years through customary usage. Still others are proposed by the East Bay Regional Park District Master Plan. These are shown on Map #4.



SCENIC HIGHWAYS AND DESIGN ELEMENT

MAP FOUR



- STREET CORRIDOR SYSTEM

- PROPOSED TRAIL SYSTEM





### SECTION III

#### IMPLEMENTATION AND RESOURCES

The preceding analysis establishes the interrelationships between existing conditions along Pinole's highways and streets and the City's environmental needs. The range of available implementation techniques and resources is broad. One useful way to analyze potential tools is to separate the public roadway elements from the private site elements adjacent to the roadway. This section analyzes the range of implementation techniques and recommends development programs based on available or potential resources.

#### PUBLIC DESIGN IMPROVEMENTS - ROADWAY AND LANDSCAPING ELEMENTS

A major impact of any street on the residents or visitors in the City results from the way in which it is constructed. The presence of medians, street trees, sidewalks, utility lines and parkways can have a major impact on the creation of a more attractive and viable streetscape.

Street Trees: Street trees are the single most familiar urban landscaping element. Unfortunately, they are often given the sole responsibility for making an area pleasant to drive or walk through. Street trees form an effective means of supporting the environment of an area, although they cannot bear the full burden of making an area attractive. The major commercial and industrial areas of the City were originally developed without parkways or landscaping including street trees. Thus, the City has inherited a need for street trees in already developed areas. Financial support for a street



and sidewalks in the front of all new structures and expansion of existing structures to achieve the parkway effect. All new subdivisions of land should have parkways and sidewalks required. They should be developed to define a visual strip which narrows and defines the scale of the streets. Parkway can also serve to separate business and pedestrian areas from traffic and parking lanes. By developing a landscaped strip, or a strip of textured decorative concrete or brick on the street side of the sidewalk, a running band of a "color" or grass area can be formed. In commercial areas these parkways serve to create a shopping environment which appears more defined and protected from auto traffic.

Utility Undergrounding: Overhead utility wires are an important part of the visual environment along many of Pinole's streets. They are also one of the most detracting elements in the streetscape. Wherever possible, consideration should be given to undergrounding all utilities.

#### PUBLIC IDENTIFICATION: ENTRYWAYS AND STREET FURNITURE

Another major public design element contributing to the streetscape includes the variety of city identifications signs, and street furniture. The distinction between such items and roadway and landscaping elements is that these improvements relate more to specific types of improvement programs or districts, rather than to a citywide design system.



and sidewalks in the front of all new structures and expansion of existing structures to achieve the parkway effect. All new subdivisions of land should have parkways and sidewalks required. They should be developed to define a visual strip which narrows and defines the scale of the streets. Parkway can also serve to separate business and pedestrian areas from traffic and parking lanes. By developing a landscaped strip, or a strip of textured decorative concrete or brick on the street side of the sidewalk, a running band of a "color" or grass area can be formed. In commercial areas these parkways serve to create a shopping environment which appears more defined and protected from auto traffic.

Utility Undergrounding: Overhead utility wires are an important part of the visual environment along many of Pinole's streets. They are also one of the most detracting elements in the streetscape. Wherever possible, consideration should be given to undergrounding all utilities.

#### PUBLIC IDENTIFICATION: ENTRYWAYS AND STREET FURNITURE

Another major public design element contributing to the streetscape includes the variety of city identifications signs, and street furniture. The distinction between such items and roadway and landscaping elements is that these improvements relate more to specific types of improvement programs or districts, rather than to a citywide design system.





Identification Standards: The need for identification of entryways to the City and to special districts has been discussed in an earlier section of the Element. The concept involves developing a distinctive identification standard to be placed at the entranceways to the city and in special areas such as the downtown. The idea of a distinctive identification standard is that it can not only be a directional devise but will become a symbol of the City that will be widely recognized because of its unique character. The development of the district (downtown) standards will extend the effect into the city itself, rather than solely concentrating it at the City entrances.

Signing: Public signs form a major element in the visual environment, and the absence of a defined and controlled system of citywide signing leads to increasing the effect of visual chaos. A comprehensive public signing system for the city should be developed and implemented.

Street Furniture: Many items which usually pass unnoticed are actually elements of the streetscape: telephone booths, waste cans, bus benches, newsstands, and even traffic lights. All of these elements can be integrated into the streetscape program by developing them into unique identification symbols for the City.

The implementation techniques discussed above vary considerably in terms of cost. These cost variations strongly



influence their applicability as solutions. The least expensive techniques are the provision of adequate street trees and the development of landscaped parkways. The use of street trees for beautification is applicable throughout the city. The cost of several parkway trees are insignificant when compared to the total cost of a new development, while the environmental impact is significant. Insuring that new parkways are provided for new development provides another cost effective way to improve the streetscape. These two elements appear to be appropriate wherever they can be accomplished. The remaining techniques, median construction, special parkways, street furniture and other special streetscape treatments, have higher costs and are best accomplished in large areas of new development, or in areas of special emphasis such as the Pinole Vista Redevelopment Project.

The public implementation program discussed here is by no means exhaustive, but is intended to serve as an outline of potential approaches which can be followed. Examples from other cities' efforts are numerous and deserve further study as the streetscape program is developed.

#### PRIVATE DESIGN IMPROVEMENTS

The public right of way ends where the street and sidewalk meets the property line. The visual streetscape, however, continues on to include the roadside development itself including the structures,





parking areas, and driveways as independent elements. The streetscape also encompasses the degree to which the individual development blends with and ties to the roadway elements. The survey conducted during the development of the Scenic Highways and Design Element revealed a range of specific areas where private actions are needed, and where these actions could accomplish a considerable environmental improvement.

Screening: The primary visual problem with the private developments along Pinole's streets is the general absence of screening for parking, loading, and storage areas. These problems are compounded by the tendency over time for all areas of the site not occupied by the structures to become paved with asphalt.

Site Design Principles: The older pattern of small, individual developments should be compared with today's development standards. A series of design principles begin to separate what has been built from what is currently being built elsewhere.

Modern Shopping Areas - Accepted Screening and Design Principles

Parking Lots - Periphery - Requirements for landscaped walls of fences around publicly visible lot perimeters. Walls should be 3 feet in height and landscaped strips should be 5 foot minimum width.

Parking Lots - Interior Landscaping - Areas not used for parking should be landscaped (including trees). Interior landscaped area should average at least 5 percent of parking lot area.



Storage and Loading Areas - Open storage, loading areas and trash containers should be screened by landscaped fences or walls, and fences should be set back from property lines to allow for adjacent landscaping.

Site Landscaping - Site areas not directly devoted to circulation, parking and loading should be landscaped. This requirement should especially apply to embankments and grade changes which remain exposed to public view, although they may not be usable for development.

These requirements may be difficult to achieve in areas which are already considerably developed. This is especially true where sites are small, and lack of parking is a chronic problem. Such is often the case in the older areas of Pinole. In these situations, screening and landscaping must be accomplished with minimal loss of useable site. With the proper choice of plant materials and design, excessive setbacks may be avoided.

#### Problems of Site Orientation and Parking:

able impact can be achieved through special attention to site design. Garage areas, especially auto repair facilities, can be oriented so that open work areas do not face the public roadway. Similar principles apply to the location of loading and storage areas.

A repeating problem comes from the presence of large, blank structure walls which are visible



from public view. Attention to design of future structures can minimize this problem. In existing situations, these instances can be treated with landscaping without loss of significant site area, or could be treated through use of supergraphics.

Parking areas in front of stores almost always detract from the attractiveness of a development and upset the scale of the storefront pattern. Visible parking, however, is sometimes essential to successful customer attraction. The problem can often be solved by having parking adjacent to, rather than in front of the structure, and to place employee parking and loading areas in the rear of the site. The placement of parking toward the rear of the site is especially applicable for industrial, wholesale and office uses, where customer parking need not be so obvious.

The use of site design techniques are critically important to protection of the scenic vistas in Pinole. With proper site and design control, development can often occur, without disruption of scenic views, on scenically sensitive private lands.

The items mentioned above may be seen as detail matters or may appear to be trivial considerations. When considered citywide or in the case of preservation of scenic vistas, however, the opposite is the case. In surveying the City's commercial strips building by building, developments were rare which did not suffer from at least one of these problems. Over the passage of time an area easily may become neglected, and these "detail" items become ignored.





innovation in the design techniques used by private developers. A process of individual review, in the context of specified performance standards for screening, landscaping, and site layout provides a major handle on upgrading major street environments in a "natural" process.

The most severe existing visual problems can legally be approached through applying certain performance standards retroactively, if such application is uniform. The city could legally require parking, loading and storage areas (for example) to be screened over a specified period of time. The exact timetable would require specific detailed study of the problem areas and costs involved, but the approach could form a major element of the overall environmental program.

Area Rezoning - The zoning pattern in a city historically reflects a city's past expectations. Zoning, once applied to individual parcels, becomes extremely difficult to change. The long procedure of due process in zoning revision tends to make patterns permanent. Some development patterns have changed in recent years. Some of the lack of clarity along the city's streets has resulted from zoning patterns which are no longer appropriate.

California State Law Government Code Section 65860 now requires zoning be consistent with a City's Comprehensive General Plan.



The impact of this legislation on Pinole was analyzed, and the rezonings recommended as legally necessary will do much to correct obsolete zoning patterns. Bringing zoning into conformance with the Land Use Element of the General Plan will serve to strengthen the position of the existing commercial development in the city. The consistency rezoning program would have the following major effects on the streets in Pinole:

- Consolidation of zoning in isolated and under-developed commercial areas to develop concentrated potentials.
- Clarification of city entryways and land use transitions.
- Elimination of "spot zonings" which permit "nuisance" uses which adversely affect adjacent businesses and residences (primarily the intrusion of industrial or heavy commercial uses into established commercial and residential areas).

Rezoning often takes the form of downzoning, with the intent of protecting existing developed areas from intrusion of unwanted, environmentally undesirable uses. The program of rezonings necessary to establish legal consistency will serve to support any of the direct efforts outlined previously to improve the physical environment along major streets.

#### PUBLIC ENFORCEMENT ACTIONS

Code(s) Enforcement - The city has a range of environmental enforcement mechanisms at its disposal including its zoning, design review, and sign ordinances. Supportive tools include



the building and fire codes. In developing a comprehensive environmental improvement program, the systematic enforcement of these codes, along with developing an ongoing community monitoring system, is an important part. There is a major opportunity, as well as a need, for moving into an increased enforcement program.

- The development of a property maintenance ordinance is needed.
- Completing the development of a systematic and consolidated inspection system combining enforcement of zoning, property maintenance design review and sign ordinances into one administrative, inspection and monitoring system will improve the enforcement program.
- Concentrating efforts on existing as well as new commercial and industrial areas along major streets in addition to residential area and complaint enforcement.
- Insuring that new development is designed and constructed properly and giving special consideration to development related to scenic vistas will help to preserve the character and quality of the community.

#### RESOURCES AND FUNDING SOURCES

The range of implementation tools available for improvement of the streetscape varies greatly. For a major portion of these tools, the resource requirements are small: Ordinance and policy changes, plan review, enforcement activities, and cooperative arrangements do not present major demands for funds. For any intensive action areas, however, or for any major specific area improvements, the monetary costs are greater.





Funding options particularly suited to implementation of these programs are outlined briefly below.

Special Assessment - For areas where intensive beautification is appropriate, the formation of a special assessment district provides a flexible arrangement. California State Law contains several options for forming special districts to assess the benefiting property owners for improvement costs. Assessments of this type follow strict legal formulas for benefit determination. The use of special assessment methods avoids the need for beautification efforts to compete with other programs for funds. State law now allows maintenance of landscaping and street lighting to be included in the provisions of special assessment.

Beautification and Open Space Grants - A series of grants and matching fund arrangements are available at both the State and Federal level for the funding of improvements. Program requirements and availability are constantly changing; for this reason the currently available programs are not detailed here. Funds from these sources are usually restrictive as to what type of improvements are eligible, but can serve as a source for partial funding of intensive improvement areas. Although the local matching requirements presents certain limitations, these programs could be combined with a special assessment to effectively lower the cost of improvement to the local community.



Redevelopment Project Funds - Many of the design and site improvement techniques outlined above are necessary elements of successful project development. Entry standards, medians, and sidewalks can be financed as project improvements within project areas, as they are an integral part of the project environment.

General Plan Funding - The requirements of developing the range of mandatory General Plan Elements has come from the California State Legislature. Although there is no direct implementation funding available at present, the provision of aid in implementing required elements may provide financial assistance in the future.

Coordination with Other Agencies - A considerable potential exists for cooperative actions between the City and other public and private agencies. The State Highway Department, Southern Pacific and Santa Fe Railroad, and Pacific Gas and Electric have often cooperated in providing landscaping and site improvements to highly visible public areas. Future liaison is possible with these groups and with others.

Voluntary Action - The potential for cooperative action between the City and large landholders could form an element in an overall implementation program.

Gas Tax Funds/Revenue Sharing/General Fund - Funding from these sources presents certain limitations. Many demands are placed on



funds in these categories, and environmental priorities. Use of these general funding sources should be reserved for special, intensive improvement efforts which cannot be funded from other more specialized programs and resources.

#### URBAN TRAIL DEVELOPMENT

This concept is supported by the Open Space Element of the General Plan and by the East Bay Regional Park District Master Plan. These documents recommend the establishment of a trail system along the Pinole Creek to the Bay, to intersect with the bayside trail planned to run from Point Pinole to Rodeo.

The City should assure that the various links of this proposed trail route are not blocked by development, and that public improvements planned for the creekside contribute to the eventual establishment of the trail. Private developments planned for parcels adjacent to the creek should accommodate trail development, considering the creek side of their projects with the same design sensitivity usually reserved for the street side.

Coordination with the East Bay Regional Park District and the Flood Control District will assure the most practical development of this natural asset.





## SECTION IV

### POLICY

#### SCENIC CORRIDOR SYSTEM

The policy of the City regarding development of the Scenic Corridor System as detailed in this element should be to direct, wherever possible, the improvement of the areas outlined to properly establish the system. Particular emphasis should be placed on upgrading those areas where environmental problems exist and conserving and enhancing those areas with strong environmental assets. The use of special programs such as redevelopment should be encouraged to foster the development of the Scenic Corridor System.

The City will promote trails and bicycle routes to carry out the goals of this element and the Open Space Element. The establishment of these pathways will greatly enhance the scenic assets of the City.

#### CITYWIDE POLICIES

A series of citywide policies for maintaining and improving the attractiveness of Pinole's street environments are recommended as a part of implementing the Scenic Highways and Design Element.

Redevelopment Project Design Coordination - Many important areas of the city are within the adopted redevelopment



project. The significant land use changes in these areas create an opportunity for creating attractive and viable new environments. Project activities should be coordinated to focus on creating developments which, in addition to being economically beneficial to the city, also increase the community's sense of identity and its environmental quality.

Opportunities for Agency Coordination - The city should closely coordinate with those of other agencies whose activities will have a significant impact on the quality of Pinole's streetscape. State freeway and highway construction is an example of an action which should be closely monitored and coordinated to insure positive environmental impact on the City.

Special and Innovative Sources of Funding - Available opportunities for obtaining support for individual improvement efforts should be aggressively pursued. Changes in available revenue sources should be monitored and Pinole's eligibility for any beautification resources should be promoted.

Opportunities for Local Actions - Businesses and property owners in commercial districts should be periodically surveyed to determine actions and support the City can offer to implement improvement opportunities. The City should maintain an active role in identifying and developing opportunities for improvement throughout the community.



Development Plan Review - The Design review process should be improved and used to insure high quality standards of development. Plan review should include action in the following areas:

1. Standards for site design, layout, traffic and pedestrian circulation, parking and measuring impact on adjacent properties and scenic views.
2. Standards for screening of parking, loading, and storage areas.
3. Requirement for provision of approved parkway trees as a development condition.
4. Maintenance and development of landscaped parkways in commercial areas where adequate sidewalk widths and maintenance responsibility can be assured.

Zoning Revisions - The City's program of zoning ordinance revision should concentrate on developing regulations which emphasize the distinct character and potential of the City's existing districts and which upgrades zoning development standards.

Zoning regulations should also focus on the development needs of individual areas. These areas must be protected from intrusions of uses which would have adverse impacts.



Enforcement of City Codes - The City's zoning, design review, and sign ordinances should be actively and fairly enforced to insure the quality of development in commercial areas. A property maintenance ordinance should be considered.

Enforcement of codes should be consolidated where possible to insure effective enforcement, and an integrated system should be developed to monitor environmental conditions throughout the City.

Voluntary Participation - Cooperative efforts between the City and private owners and organizations should be pursued to stimulate awareness and participation in voluntarily upgrading individual elements of the City's environment.





SECTION V

ENVIRONMENTAL IMPACT REPORT

(EIR 75-2)

Section 15148 of the Revised State Guidelines for Implementation of the California Environmental Quality Act requires that all General Plan Elements contain a cover sheet identifying where the General Plan document addresses each of the required environmental impact topics. The section titles listed below identify where information is located on the various required EIR points for the Scenic Highways Element of the Pinole General Plan.

Description of Project	Section I - Introduction
Description of Environmental Setting	Section II - Citywide Analysis
Environmental Impact	Summary of Findings
Adverse Environmental Effects	None identified
Alternatives	Section III - Implementation and Resources
Short & Long Term Relationships	Section IV - Policy
Irreversible Environmental Changes	Section IV - Policy
Growth Inducing Impacts	None identified

